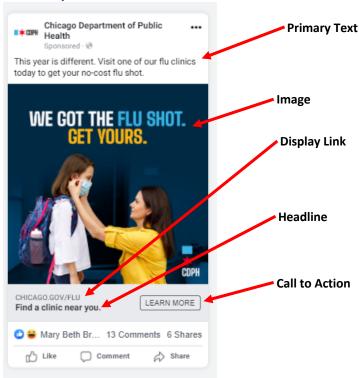


### **Sample Facebook Copy for Contact Tracing**

### Facebook Ad Copy

#### **Ad Example**



### **Primary Text** (125 characters max) – **Choose 1 option.**

I'm calling to help. Answer the call to protect your family and friends. (recommended option)

We need your help to protect our communities by answering the contact tracing phone call.

I'm a contact tracer. Please answer my call. I'm here to help.

#### Headline

Resources + Support

### **Website URL/Landing Page**

Chicago.gov/TraceCOVID

### **Display Link**

Chicago.gov/TraceCOVID

#### **Call to Action**

Learn More

### **SPANISH**

### **Primary Text** (125 characters max)

Llamo para ayudar. Responde para proteger a tus familiares y amigos.

#### Headline

Recursos y apoyo

# **Website URL/Landing Page**

Chicago.gov/TraceCOVID

# **Display Link**

Chicago.gov/TraceCOVID

### **Call to Action**

**VER MÁS** 

## **Images**









